



Employee Reference Manual



Prepared for Blue Tiger's Flagship Store
Located in Denton, Texas

Blue Tiger: Employee Reference Manual



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Chapter 1: Blue Tiger Culture

Blue Tiger Culture

This is not your typical headset company. We didn't start off in offices making call center headsets. We never had huge investors who shared our vision or dream. We started at the Denton TA with 100 White Blue Tiger Deluxes and a plan. By providing exceptional service and creating a great customer experience at the Denton TA, word spread amongst drivers. From the trusting relationship we developed with our customers, drivers felt comfortable to share their ideas on how to improve the headset; knowing that we would listen. The result was the first premium over-the-head Bluetooth made specifically for professional drivers, The Blue Tiger Elite.

Over the years, we at Blue Tiger have never swayed from our ways. We keep the customers in mind first and foremost. Our goal has always been to provide people who deal with Blue Tiger with a remarkable experience. It is not just our goal but also our mission.

"To pursue the happiness of our team members, customers and partners with great compassion, commitment and empathy."

The Blue Tiger Mission Statement

Blue Tiger Core Values

As our company grows each day, we should keep in mind where we came from, in order to better ourselves for the future. To assist in this process, we specifically defined our core values to establish the standards within Blue Tiger, and aid the development our staff, brand, and company culture. These are the seven core values that we live by:

- **DO RIGHT BY THE CUSTOMER, AND EACH OTHER**

Here at Blue Tiger, we want every customer to feel taken care of. No matter the situation, aim to deliver the World's Best Customer Service.

- **DO MORE WITH LESS**

Everyone wears a lot of hats!! We feel that in order to continue our company's growth, everyone must shoot for the stars and not settle for good, rather strive to be great.

- **TAKE WORK SERIOUSLY, BUT DON'T TAKE YOURSELF SERIOUSLY**

We believe in a fun culture that is driven towards being the greatest at what we do. Failure is encouraged; without failure we wouldn't know if we're truly stepping in the right direction.

- **EMBRACE CHANGE**

As our customer base increases, procedures may change or evolve. We feel in order to be successful we must embrace change and not shy away from it.

- **PASSION IS THE FUEL THAT DRIVES OUR COMPANY FORWARD**

We value passion, spirit, and drive. Passion should be expressed by everyone, because passion is contagious.

- **BE OPEN AND HONEST**

Being open and honest is key in building healthy relationships. Transparency and trustworthiness, when dealing with anyone, is essential when establishing life-time customers.

- **BE HUMBLE**

NO EGO!!! We are all a team at Blue Tiger, with each member as important as the next. Job titles don't mean anything here. Put your pride aside and help improve your company every day.



Chapter 2: Products & Warranty

Current Products

Knowledge is power; power brings about opportunity, and the opportunity to positively impact someone's life by pairing them with the Blue Tiger Product that best meets their needs is our top priority.

In this section, we outline the key features and warranties of each product. Familiarize yourself with this information to better your chances at creating opportunity with every customer interaction.

DRIVE SERIES

- I. Bluetooth Headsets specialized for OTR Drivers
 - i) Deluxe
 - ii) Pro
 - iii) Pro Combat
 - iv) Elite
 - v) Dual Elite
- II. Dash Cameras specialized for OTR Drivers
 - i) Black Box 720
 - ii) Black Box Dual 720

PLAY SERIES

- III. Multi-Media Bluetooth Devices designed for Music and other Streaming Audio
 - i) SoundPods
 - ii) SoundTrax

I. Drive Series Headsets

Sound Clearly

i) Blue Tiger Deluxe

- Lithium Polymer Battery
- 12 hours of talk time
- 250 hours standby time
- Absolute noise cancellation
- Multi-Media Functionality;
 - Listen to music
 - GPS Directions
- Charge and talk at the same time



ii) Blue Tiger Pro

- Lithium Polymer Battery
- 20 hours talk time
- 350 hours standby time
- Absolute noise cancellation
- Multi-Point Technology:
 - Connect to multiple phones simultaneously
- Charge and talk at the same time



iii) Blue Tiger Pro Combat Edition

- Lithium Polymer Battery
- Rubberized Finish
- Digital Camouflage Print
- 20 hours talk time
- 350 hours standby time
- Absolute noise cancellation
- Multi-Point Technology:
 - Connect to multiple phones simultaneously
- Charge and talk at the same time



iv) Blue Tiger Elite

- Lithium Polymer Battery
- 34 hours of talk time
- 700 hours standby time
- Low-Profile LED Indicator
- Multi-Function Thumb switch
- Noise Cancellation technology
- Alloy Core FlexBand
- Protein Leather ear cushions and FlexBand
- Over-sized ear pad for maximum comfort
- Multi-point technology:
 - Connect to multiple phones simultaneously
- Multi-Media enabled
- Bluetooth 4.0
- Charge and talk at the same time



v) Blue Tiger Dual Elite

- Lithium Polymer Battery
- 50 hours of talk time
- 1000 hours standby time
- Low-Profile LED Indicator
- Multi-Function Thumb switch
- Noise Cancellation technology
- Alloy Core FlexBand
- Protein Leather ear cushions and FlexBand
- Over-sized ear pad for maximum comfort
- Multi-point technology:
 - Connect to multiple phones simultaneously
- Multi-Media enabled
- Bluetooth 4.0
- Charge and talk at the same time



DRIVE SERIES HEADSET WARRANTY
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This company started out of a single truck stop in Denton, Texas. Fieras Saah, founder of Blue Tiger, noticed that truck drivers use bluetooth headsets more than any other consumer. With these truck drivers working as hard as they do, their bluetooth products would naturally wear out within a few months of purchasing. Drivers became frustrated with having to buy a new headset so often. That's when the idea for the Blue Tiger Promise was born.

A. Drive Series Headsets are covered by our industry leading 1-Year Blue Tiger Promise AND the Lifetime Blue Tiger Promise.

1. The 1-Year Blue Tiger Promise covers our customer from any manufacturer issue that may occur during the first year.
 - a. This headset must also:
 - 1) Be less than 1 year from original purchase date.
 - 2) Come with original Receipt
 - 3) Must not have any Physical Damage
2. THE LIFETIME BLUE TIGER PROMISE COVERS OUR CUSTOMERS FOR LIFE. Manufacturer issues and broken devices no matter the condition.
 - b. Customer pays deductible:
 - 1) Pro & Deluxe \$39.99 + \$4.99 S&H
 - 2) Elite & Dual Elite \$59.99 + \$4.99 S&H

II. Drive Series Dash Cameras

Drive Safe, Drive Smart

i) Black Box 720

- HD 720p video recording
- 2.7" HD screen with video playback
- 8 GB MicroSD memory card and adapter
- 2.0 Megapixel lens
- Built in high capacity 1000mAh rechargeable battery
- G-Sensor & Motion detection
- Audio recording on/off option
- Seamless loop recording



ii) Black Box Dual 720

- HD 720p video recording
- 120° Wide Angle View on Front Camera
- Secondary camera with 10' mounting distance
- 1.5" HD removable screen with video playback
- 8 GB MicroSD memory card and adapter
- 2.0 Megapixel lens
- Built in high capacity 1000mAh rechargeable battery
- G-Sensor & Motion detection
- Audio recording on/off option
- Seamless loop recording
- Records 2 cameras simultaneously



DRIVE SERIES DASH CAMERA WARRANTY
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A. Drive Series Dash Cameras are covered under the 1-Year Blue Tiger Promise and the existing customer discount.

1. The 1-Year Blue Tiger Promise covers our customer from any manufacturer issue that may occur during the first year.

a. This camera must also:

- 1) Be less than 1 year from original purchase date.
- 2) Come with original Receipt
- 3) Must not have any Physical Damage

2. The Existing Customer Discount is for customers outside of the one year warranty or is physically damaged.

b. Customer pays reduced price of:

- 1) \$99.99 for Black Box 720
- 2) \$119.99 For Black Box Dual

III. Play Series

Enjoy More

i) Blue Tiger SoundPods

- Up to 10 hours battery life. 5 hours at max volume.
- 45mm driver, 3 Watt speaker for maximum volume.
- Integrated Microphone. Bluetooth connection required - speakerphone enabled.
- A2DP and AVRCP technology.
- Play your Media three different ways:
 - MicroSD Port
 - Bluetooth Connection
 - Auxiliary Input (Cable included)



ii) Blue Tiger SoundTrax

- Lithium Polymer Battery
- 30 hours of talk time
- 800 hours standby time
- Low-Profile LED Indicator
- A2DP and AVRCP supported
- Multi-Function Thumb switch
- Alloy Core FlexBand wrapped in Protein Leather
- Over-sized ear pad for maximum comfort
- Multi-point technology:
 - Connect to multiple phones simultaneously
- Integrated Microphone. Bluetooth connection required.
- Multi-Media enabled
- Bluetooth 4.0
- Charge and talk at the same time



PLAY SERIES WARRANTY

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A. Play Series **SoundTrax** are covered under the 1-Year Blue Tiger Promise and the Lifetime Blue Tiger Promise.

1. The 1-Year Blue Tiger Promise covers our customer from any manufacturer issue that may occur during the first year.
 - a. This headset must also:
 - 1) Be less than 1 year from original purchase date.
 - 2) Come with original Receipt
 - 3) Must not have any Physical Damage
2. THE LIFETIME BLUE TIGER PROMISE COVERS OUR CUSTOMERS FOR LIFE. Manufacturer issues and broken devices no matter the condition.
 - b. Customer pays deductible:
 1. \$49.99 + \$4.99 S&H

B. Play Series **SoundPods** are covered under the 1-Year Blue Tiger Promise and the Existing Customer Discount.

1. The 1-Year Blue Tiger Promise covers our customer from any manufacturer issue that may occur during the first year.
 - a. This SoundPod must also:
 - 1) Be less than 1 year from original purchase date.
 - 2) Come with original Receipt
 - 3) Must not have any Physical Damage
2. The Existing Customer Discount is for customers outside of the one year warranty or product is physically damaged.
 - b. Customer pays reduced price of:
 - 1) \$39.99 including shipping and handling



Chapter 3: Opening the Store

Opening the Store

Register

Every day is a new day in the store, not one being the same as the last. As a representative of Blue Tiger, opening the store will be a part of your responsibilities when scheduled to do so. This is one part that will not change, so follow these steps for a successful store opening:

1. Unlock every drawer and cabinet for easy access to all products.
2. Take out the laptop and cash register from designated drawer.
3. Turn on the computer, type the password and open the Lightspeed website east8.merchantos.com.
4. Log in using your designated username and password.
5. Clock yourself in using the time clock tab found at bottom of the page.
6. Locate the “Sales” tab at the main navigation page and choose “Open Register”.
7. Begin counting the money in the register and fill in the corresponding fields for each denomination. Enter the number of bills, not the dollar amount they add to.
8. When finished, select “Submit Counts.” The register is now open, and Lightspeed will automatically direct you to the point of sale page.

Display

Setting products on the shelves shows the customers what we have to offer. When the display is organized in a way that allows easy customer interaction with our products, more opportunities will arise to potentially make a sale. Here are a few tips to help you set up a display that will make anyone want to stop and look:

- Keep all the product boxes looking clean, straight and organized.
- Make sure the demo products are placed properly and kept organized.
- Keep one of each product on and ready to be demonstrated at all times.
- If available, keep one of each product on a charger as to avoid battery failure during a demonstration.
- If available, provide Blue Tiger flyers/booklets available for customers to have.



Chapter 4: Social Aspect of Sales

Social Aspect of Sales

Greeting And Appropriate Conversation

Anyone who walks into our store is a potential customer, if not one already. We want every person to feel welcomed each time they come in, not pressured to buy something. Our job is to inform everyone about Blue Tiger, while making sales when the opportunity arises. Use these tips to lay the foundation for a successful customer experience:

- Present yourself in a bright, professional manner
- Greet every customer, and spark conversations whenever you can.
- Find common ground
- Be yourself - just keep in mind, you are representing yourself and everyone else at Blue Tiger.

Creating Opportunity

Even though Blue Tiger produces top-notch products, many people are still unaware of what we have to offer. In addition, the Denton TA is a fast-paced environment where most are concerned with what they have to do rather than what we have to sell. Therefore, you must choose your words carefully when someone comes in, as to seize the small window of opportunity that is their walk through the store. A well-chosen topic of discussion just might lead a person who knows nothing of Blue Tiger to become a life-long customer. Here are a few suggestions on how to start those conversations, then the rest is up to you!

- General small talk is always acceptable (How they're doing, weather, etc.)
- Ask if they have heard about Blue Tiger.
- Look for clothes that involve sports (football, baseball, hockey, racing, wrestling, rodeo, action, etc.) Be careful not to offend anyone by putting down a team they are a fan of!
- Ask about their job or the company they're with (If they like it or not).
- If they have a headset, ask if it works well for them.
- Anything else that you believe will interest the customer, as long as it is appropriate for the work-place.

Handling Discontent Customers

In the business of sales, there will always be customers who are unhappy, for an abundance of different reasons. This could be because the product is not satisfactory, their experience with Blue Tiger was not exceptionally great, or they just might be having a bad day. Whatever the cause, you must be ready to handle even the most frustrated of customers. When a customer walks in ready to give you a piece of their mind, defuse their discontent by:

- Smiling and greeting as normal.
- Asking “What problems are you experiencing?”
- Listening to their issue fully and respectfully.
- Using key phrases, such as “Let me help you with that” or “Let me get you taken care of”, as to let them know you are only there to help.
- Following the warranty guidelines if a replacement is needed.
- Explaining options that the customer can choose from.
- Take the course of action that adequately handles the situation.

It is important that you CAREFULLY explain the Blue Tiger Promise to each customer, especially if they are outside of the 1-year warranty, as to eliminate any confusion over the Lifetime warranty. Replace the product as needed, and even deploy a few techniques from *Going the Extra Mile* (Pg. 39) to turn a bad product experience into a positive impression of how Blue Tiger handles business.

Closing Sales

The difficult part of any sales position is the process of influencing customers to purchase the product. Fortunately, Blue Tiger produces quality products that will practically sell themselves if you use the right approach. Everyone's approach is unique and comes with experience, so never get discouraged when faced with rejection or failure. The more practice you gain, the easier it will become knowing what to say and when to say it. When dealing with customers who are interested, but seem to be hesitant about buying, try using these facts to make that decision turn out in your favor:

- Bluetooth headsets are required by law when talking while driving. Fines for talking without one can be as much as \$5,000 to you and up to \$20,000 to your company.
- Bluetooth was invented to allow "Hands-Free" cell phone use, giving the driver one less distraction while driving. Dash mounts were made for the same reason.
- Some insurance companies offer lower premiums for drivers who have a dash cam installed.
- Dash cams protect you against driving, parking, and unorthodox accidents.
- Dash cams capture the unexpected and bizarre events you encounter.
- Bluetooth makes a great gift for friends and family, especially SoundPods (Pg. 15).



Chapter 5: Process of Sales

Process of Sales

Operating the POS System

The Lightspeed Point of Sale system is your tool for finalizing sales. Impatient customers are not looking to spend their time waiting for you to create the quote and eventually take their money. Keep the check-out process plain and simple by following these few tips:

1. Ask if they have ever purchased something from the Denton store.
 - A. If yes, search for their name in the customer search box.
 - If found, press “Attach to Sale” to link their account to the current sale.
 - If not found, continue to the next step.
 - B. If no, press the “Add” button and ask the customer for these required fields:
 - First and Last Name
 - Phone Number
 - E-mail Address

Once you have attached the customer information to the sale, now it is time to compile a quote for all products they would like to purchase. In this case, let's say it is a Blue Tiger Elite and a red SoundPod.

2. In the product search box, type in key words that will direct you to the intended products, such as “Elite” for the headset, and “Red” or “SoundPods” for the speaker.
3. A list will be generated. Scroll through the list until you find “Blue Tiger Elite” or “Blue Tiger SoundPods Red”. You can only add one product at a time.
4. Directly to the left of the product name, press the “Add+” button, and it will be added to the sale's quote.
5. Repeat steps 1-3 for the next product. You have completed the first part of check out.

Editing Prices

Once you have all items present on the quote, you can now change the cost of a product according to current store prices and deals. Seeing as how the price of Blue Tiger products will change as the company advances, I will use examples from the current system.

1. Choose the product cost you want to edit by pressing the Name of the Product.
2. Once pressed, a drop down menu will appear, with price pre-set at \$149.99.
3. Highlight the number and input the desired selling price.
 - Tax is included automatically when the “tax” box is checked.
 - To make a price even, uncheck the tax box and enter a flat number such as \$150.00
4. Then press save. Congratulations, you now have a completed quote.

Taking Payments

The time has come to take payment and progress the initial quote into a final receipt. There are two ways that a customer can make a purchase: a valid credit card or cash.

Credit Card Payments

1. Find the payment box located on the right of the screen, and press the green “Payment” Button. The total payment is set, and a green “Payment” box will appear.
2. Press the “Credit/Debit” button.
3. Next appears two steps. Step one “Enter Charge Amount”, is only for customers who want a specific amount on one card, and will be paying the rest in cash or with a separate card.
4. Step two, “Swipe Card”, is where the information is processed when the card is swiped. When this box is active, simply swipe the card.
5. The numbers will process, and you will be prompted with a red bar if the card declines.
6. If declined, let the customer know and offer to try again, or to enter the information manually.
6. If everything is successful, continue to *Printing the Receipt*.

IF THE CARD DOES NOT READ WHEN SWIPED:

7. Enter the payment information manually by pressing the “Manual Entry” Button located directly below step two, “Swipe Card”.
8. The next step shows the amount, followed by “Card Present”.
9. Press the “Enter Card Number” button. You will be redirected to the manual entry page.
10. Fill in the credit card number, expiration date and security code in the corresponding fields.
11. Press “Process”
12. If everything is successful, continue to *Printing the Receipt*.

Cash Payments

1. Find the Payment box located on the right of the screen. and press the green “Payment” button. The total payment is set, and a green “Payment” box will appear.
2. Within that box, you will see a field marked “Cash”.
3. Enter the total dollar amount of all bills and coins the customer provided into the “Cash” field.
4. Confirm the amount received once more, then press the “Finish Sale” button.
5. Place the money in the store cash box. The amount of change due to the customer will appear at the top of the following page.
6. Give the customer the stated amount of change. Then continue to *Printing the Receipt*.

Printing the Receipt

1. You will be directed to the webpage displaying your options for moving on to the next sale, followed by the receipt.
2. The computer will automatically prompt you to print. Press “Ok” to print the receipt. A customer and store copy should print.
3. Politely ask the customer to sign the store copy, and place the signed receipt in the designated drawer.
4. Provide a Blue Tiger bag and place the customer’s products and receipt inside.
5. *Go the “Extra Mile”* - such as pairing the bluetooth with their device, demonstrate the dash camera, or just continue your conversation - to ensure the best customer experience possible.
6. Congratulations, you have just made a sale!



Chapter 6: Closing the Store

Closing the Store

Register

Finally the end of the day has arrived. When you are scheduled to close, follow these few steps to close the register through Lightspeed:


1. On the main navigation page, press the “Sales” tab.
2. Locate and choose the “Close Register” button.
3. Count the money in the register and fill in the corresponding fields for each denomination. Enter the number of bills, not the dollar amount they add to.
4. Once completed, type your closing statement in the “Notes” section. This should include:
 - “End of Shift”
 - The date
 - Your initials
 - Any comments or concerns regarding your shift.
5. Then press “Submit Counts”, the register is now closed.
6. Clock out using the time clock tab found at bottom of the page.
7. Close the web browser, and power down the computer.
8. Place the computer and cash box in the designated drawer.

Display

Anytime you close the store, all products must be locked away in order to avoid any potential theft. This part is simple, but here are a few guidelines for disassembling the display:

- Each product should be put back in the drawers. Organization is preferred for easier store opening.
- The store laptop and cash box should be placed in the designated drawer.
- Lock every drawer. Double check if you are unsure.
- If available, leave Blue Tiger flyers/booklets out for curious customers to take and read.

Congratulations! You have successfully completed a shift working at Blue Tiger's Flagship store.



Chapter 7: Conclusion

Conclusion

Going The “Extra Mile”

At Blue Tiger, we aim to build the reputation of having the best customer service out of any bluetooth company on the market. We plan to do this through honesty in our conduct and words, integrity of our products, and when the opportunity presents itself, going the “Extra Mile” for our customers. If each team member (yourself included!) is striving to go the Extra Mile every day, we will truly be on the path to success. With that in mind, here are the do’s and don’ts when attempting to go the Extra Mile:

DOs

- Be honest and informal with all bluetooth product information.
- Give respectable opinions when talking about the quality and features of competitor products.
- Throw in extra accessories when you feel necessary. An extra boom mic cover or charging cable could make the difference to that customer.
- Go the extra mile for customers - pair the bluetooth headset to their device, perform the initial set-up for their dash cam, or even help install it on their vehicle.

DON'Ts

- Don't lie. Getting caught will almost certainly cost you that sale, and most likely will damage your reputation, as well as Blue Tiger's.
- Don't bash other bluetooth brands. Our competitors have loyal customers for a reason.
- Don't over-promise. Only give honest information about our products, and others as well.
- Don't under-sell our product for quick revenue gain. Know your minimum sales prices, and never sell products below those figures.

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